

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is happy to announce that Alice Kline, noted food and *
 * home economics expert, has joined its staff as Food Editor. All news and infor- *
 * mation concerning food and allied fields should be sent to HOME FURNISHINGS CAL- *
 * ENDAR, 9 East 46th Street, New York 17, N.Y., for free listing, up to six weeks *
 * in advance of the date of publication. *

* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous. *

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 21 Breakfast	"GOOD DESIGN" EXHIBIT HF. A breakfast for the press and designers in the Merchants and Mfrs. Club will open the June 1951 "Good Design" Exhibit. Manufacturers, retailers and decorators will be invited to an open house in the exhibition itself on the afternoon of June 21. Publicity: News Bureau, Mdse. Mart, Chicago 54, Ill., and Betty Chamberlain, Museum of Modern Art, CI. 5-8900.	MERCHANDISE MART MUSEUM OF MODERN ART	MDSE. MART, CHICAGO
Thursday June 21 12:30 P.M. Luncheon	IDI NATL. MEETING AND LUNCHEON HF. Earl Lifshy, managing editor of Retailing, will be the speaker at this semi-annual luncheon meeting in the Sarah Siddons Walk. At this time the first national IDI design award will be made. Mr. Lifshy will discuss "Awards - Pro and Con." The winning products will be on display. Contact: Paul R. MacAlister, 1226 No. Dearborn St., Chicago, Illinois.	INDUSTRIAL DESIGNERS INST.	AMBASSADOR EAST CHICAGO, ILLINOIS
Thursday June 21 1:00 P.M.- 6:00 P.M.	OPEN HOUSE F. An open house to display General Foods' newly expanded and equipped consumer kitchens will be held on the 14th Floor at 250 Park Avenue on this date. Contact: Marjorie Deen, EL. 5-5700.	GENERAL FOODS	250 PARK AVENUE
Thursday June 21 Just open	NEW CLOSE OUT ROOM HF. Many of this firm's most beautiful textures and prints are now available at 1/3 to 1/2 off the usual price because their warehouse is overstocked. They may be seen in the new "Close Out Room" which has just opened. Contact: Zelina Brunschwig, Brunschwig & Fils, MU. 8-4131.	BRUNSCHWIG & FILS	509 MADISON AVENUE
Thursday June 21- June 22	PRIVATE PRESS SHOWING HF. A private showing for the press, <u>by invitation only</u> , will be held on these days to introduce "Autumn 1951 Wallpapers." Publicity: Ramona Vincent, FL. 9-5410.	KATZENBACH & WARREN, INC.	575 MADISON AVENUE
June 21- June 23	B. CONFERENCE, AM. INST. OF ARCHITECTS; N.J. SOC. OF ARCHITECTS; ASBURY PARK, NEW JERSEY. PUBLICITY: SCHNALL & KRUG ASSOC., MU. 2-2657.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 21- June 28	INTERNATIONAL HOME FURNISHINGS MARKET <u>HF.</u> The usual press conferences will be held over coffee and rolls in the Merchants and Manufacturers Club at 9 A.M. each day; they last about one hour. June 21, Conference on Good Design. June 22, Special Industry Conference. Contact for Mdse. Mart, News Bureau, Mdse. Mart; Contact for American Furn. Mart, Lawrence Whiting, American Furn. Mart, 666 Lake Shore Drive, Chicago.	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
Thursday June 21- June 28	NEW CARPET & RUG LINE <u>HF.</u> A Trend-Setter line of fine carpet and rugs is being introduced by Alexander Smith, Inc. at the summer 1951 markets. The new line comprises all the best ingredients - blends, good values, exciting new textures and high style at all levels. The entire line, one of the most extensive to be introduced at any one time in many years, is woven in a blend of wool and that new magic fibre, carpet rayon. Publicity: Emily Purcell, Alexander Smith, Inc., MU. 9-1300.	ALEXANDER SMITH, INC.	MDSE. MART, CHICAGO
Thursday June 21- June 28	NEW COTTON LINE <u>HF.</u> A new line of cotton carpets has been added to this company's soft floor covering merchandise. It is appropriately named "Debut," and comes in a cut pile carved pattern in a regular Wilton weave in a Modern Quilt design. It is available in 27", 9' and 12' widths and in seven colors: beige, flamingo, pastel pistachio, ash grey, summer brown, maize and seamoss green. Several new colors are being added to Lees' other lines as well as new patterns. Publicity: Wilmer D. Cressman, Norristown, Pa., 8-2600.	JAMES LEES & SONS CO.	CHICAGO, ILLINOIS
Thursday June 21- June 28	TRADE SHOWING OF GLASS FURNITURE <u>HF.</u> (<u>Note Change of Place of Showing</u>). The first trade showing of the new glass occasional furniture designed by Paul McCobb exclusively for The New Era Glass Company, Inc., and distributed by B. G. Mesberg is being held during the Market. As usual, Mr. Mesberg is also showing the Planner Group and the Directional Modern line. Publicity: Virginia Burdick, Public Relations, OR. 4-6462.	B. G. MESBERG	SPACE 1146, MDSE. MART, CHICAGO, ILL.
Thursday June 21- June 28	NEW UPHOLSTERED FURNITURE <u>HF.</u> New pieces designed by Ernest Herrmann for the Ridgcrest Group, Arrowbilt's contemporary line, are being presented to the trade during the Market. Publicity: Ann Ruggles, Virginia Burdick Pub. Rel., OR. 4-6462.	THE ARROW UPHOLSTERY COMPANY	MERCHANDISE MART CHICAGO 54, ILLINOIS
June 21- June 28	<u>HF.</u> SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C. F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Thursday June 21 8:00 A.M. Breakfast	BREAKFAST SERIES DURING MARKET <u>HF.</u> The last of three breakfasts will be held on this date. The subject is "How To Do It" - numerous practical demonstrations of how retailers participated in Home Fashion Time last year. Contact: John F. Dempsey, 666 Lake Shore Drive, Chicago, Illinois.	HOME FURN. IND. COMM. NATL. RETAIL FURN. ASSN.	FURNITURE CLUB OF AM. CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 23- July 8	<u>HF.</u> LILLE INTERNATIONAL FAIR, LILLE, FRANCE. CONTACT: BOUCHERY, COMM. GEN. COMM. & FOIRE INTERNATLE, 69 RUE FAIDHERBE, LILLE, FRANCE.		
June 24- June 25	<u>HF.</u> PANHANDLE MARKET SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, C/O CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
<u>WEEK BEGINNING MONDAY, JUNE 25, 1951</u>			
June 25	<u>E.</u> NATL. APP. & RADIO DLRS. ASSN. PARLEY, STEVENS HOTEL, CHICAGO, ILL.		
June 25- June 27	<u>E.</u> NATL. CONVENTION ASSOC. POT & KETTLE CLUBS, GEARHART, OREGON. CONTACT: CLARK WRIGHT, MEIER & FRANK CO., PORTLAND, OREGON.		
Tuesday June 26 12:30 P.M.	SPECIAL LUNCHEON	ADV. WOMEN OF NEW YORK	WALDORF ASTORIA
	<u>AP.</u> A special luncheon at which members of the Adv. Women of New York will be hostesses to the wives of the members of the Natl. Industrial Advertisers Assn. will be held in the Sert Room. Tickets, \$3.50 (\$3.75 for guests) include souvenirs, door prizes, fashion show, no long speeches. Contact: Helen Berg, Adv. Women of New York, 1233 6th Ave., CI. 5-4149.		
Tuesday June 26- June 29	HOME ECONOMICS CONFERENCE	AMERICAN HOME ECONOMICS ASSN.	PUBLIC AUDITORIUM CLEVELAND, OHIO
	<u>F.</u> At this 42nd Annual Meeting, general sessions will explore ways in which home economists can broaden their understanding of world problems and apply their knowledge for the improvement of family welfare. One special general session will be devoted to a follow-up on the Mid-Century White House Conference for Children and Youth. Contact: Mrs. Gertrude N. Stieber, 700 Victor Building, Washington 1, D. C.		
Thursday June 28 5:00 P.M.- 7:00 P.M. Cocktails	AWARDS PARTY	HOME FASHIONS LEAGUE	PHILADELPHIA, PA.
	<u>HF.</u> For the second year awards will be made to individuals and companies in the Philadelphia area for their efforts toward the furthering of fashion in the home furnishings field. The Philadelphia chapter of the Home Fashions League, Inc., will make these awards on this date at the Ritz-Carlton Roof Garden. Winners are: E. I. DuPont de Nemours & Co., Moss Rose Mfg. Co. and James Lees & Sons Co. Everyone interested is cordially invited to attend. Tickets may be secured at the entrance on June 28, or from Frances Funsten, 1700 Pine Street, Philadelphia 3, Pennsylvania.		
Thursday June 28- July 1	DESIGN CONFERENCE	CONTAINER CORP. OF AM.	ASPEN, COLORADO
	<u>M.</u> Leading figures in art, education and industry will meet during this conference entitled "Design as a Function of Management." A display, called "Integrated Design" will show the artist's contribution to industry. There will be speakers prominent in the field. Contact: Egbert Jacobson, Container Corp. of America, 38 So. Dearborn St., Chicago, Ill.		
June 29- July 1	<u>F.</u> HOME ECONOMISTS IN BUSINESS MEETING, CLEVELAND, OHIO. CONTACT: HELEN ROBERTSON, CLEVELAND PLAIN DEALER, CLEVELAND, OHIO.		
Saturday June 30	CLOSING DATE FOR ENTRIES	GROCERY MFRS. OF AMERICA	205 EAST 42ND ST.
	<u>F.</u> June 30 is the last date for publication of stories eligible for awards in the annual 1951 Life Line of America Trophy. All entries must reach GMA by July 16th. Publicity: Miss Flanley or Miss Woodward, Flanley & Woodward, MU. 3-3928.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 30- July 15	M. INTERNATIONAL TRADE FAIR, DETROIT, MICHIGAN. CONTACT: J. S. COLEMAN, BURROUGHS ADDING MACHINE CO., DETROIT, MICHIGAN.		
July 1- July 6	HF. NEW YORK LAMP SHOW, SUMMER, HOTEL NEW YORKER, N. Y. CONTACT: GEORGE F. LITTLE, MGR., 220 FIFTH AVENUE, N.Y. 1, MU. 9-7147.		

WEEK BEGINNING MONDAY, JULY 2, 1951

Monday July 2- Aug. 14	SUMMER WEAVING WORKSHOP LILI BLUMENAU 53 EAST 9TH STREET HF. Lili Blumenau, member of the Art Department of Teachers College, Columbia University, will hold her summer weaving workshop through these dates. Beginners and advanced students accepted. Contact: Lili Blumenau, AL. 4-7363.		
July 2- July 6	HF. ARMORY FURNITURE SHOW, 71ST REG. ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, CH. 4-0697.		
July 2- July 7	HF. NEW YORK FURNITURE MARKET, MANUFACTURERS' SHOWROOMS, NEW YORK (INCL. JULY 4.) CONTACT: LOU SCHNEIDER, NEW YORK FURNITURE EXCHANGE, MU.5-1160.		
July 2- July 7	HF. NEW YORK CARPET MARKET WEEK. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
July 4	INDEPENDENCE DAY (Wednesday).		
July 4-29	HF. STATE EXHIBITION AND FAIR, HERSHEY MUSEUM, HERSHEY, PENNSYLVANIA.		
Thursday July 5 4:30 P.M.- 7:00 P.M. Cocktails	NEW LINE GLASS FURNITURE NEW ERA GLASS CO., INC. 315 EAST 47TH STREET HF. The new line of occasional glass furniture designed by Paul McCobb exclusively for this company and distributed nationally by B.G. Mesberg, will be presented to the press at this time in arrangements created by Mr. McCobb. Publicity: Virginia Burdick, Virginia Burdick Public Relations, OR. 4-6462.		
Friday July 6 12:00 M.	PRESS LUNCHEON BISSELL CARPET SWEEPER CO. PARK LANE HOTEL E. A luncheon for the press will be held on this date in the Petit Salon to celebrate the 75th Anniversary of the Carpet Sweeper. By invitation only. Publicity: Mary Elizabeth Talmadge, MU. 9-5000.		
July 7-22	M. BENELUX TRADE FAIR, LUXEMBOURG, CONTACT: APOREX 18 AV. DE LA PORTE, LUX.		
July 8- July 10	HF. NINTH CALIFORNIA CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES. CONTACT: J.W. LOCKWOOD, 1151 SO. BROADWAY, LOS ANGELES 15, CALIFORNIA.		
July 8- July 11	HF. FOURTH CALIFORNIA LAMP & PICTURE SHOW, BILTMORE HOTEL, LOS ANGELES. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		

ADVANCE DATES AND NOTICES

July 9- July 13	HF. NAT'L HOUSEWARES & HOME APPLIANCE MFRS. ASSN., AUDIT., ATLANTIC CITY, N.J. CONTACT: A.W. BUDDENBERG, 1402 MERCHANDISE MART, CHICAGO 54, ILL.		
July 9- July 13	HF. LOS ANGELES FURNITURE MARKET, L.A. FURN. MART, 2155 E. 7, LOS ANGELES CONTACT: A.V. MACDONALD, 2155 E. 7TH ST., LOS ANGELES 23, CALIFORNIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 9- July 21	SOUTHERN FURNITURE AND RUG MARKET <u>HF.</u> The 53rd semi-annual summer market will be held on these dates. Featured in furniture will be novel construction techniques as well as the growing use of knotty pine. Rugs shown will introduce new constructions in the synthetic field. On opening day the press will be guests of Exposition Building officials. Contact: Paul Casey, Southern Furniture Exposition Building, High Point, N.C.	EXPOSITION BUILDING	HIGH POINT NORTH CAROLINA
July 9- July 26	<u>M.</u> EXPORT EXHIBITION, BRISTOL, ENGLAND. CONTACT: CHAMBER OF COMMERCE, BRISTOL, ENGLAND.		
July 10-31	<u>HF.</u> FOURTH ANNUAL CRAFTSMEN'S FAIR OF SO. HIGHLANDS, ASHEVILLE, N.C.		
Wednesday July 11 2:00 P.M.- 5:00 P.M.	TOY EXHIBIT <u>M.</u> The fifth annual showing of new designs sponsored by the Toy Guidance Council Inc. Open to the press. Special morning session for photographers. Contact: Melvin Helitzer, MU. 9-0177.	TOY GUIDANCE COUNCIL	1124 BROADWAY
July 13- July 20	<u>F.</u> NATIONAL ICED TEA TIME. SPONSOR: TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N.Y.		
July 15- July 17	<u>HF.</u> AMARILLO GIFT SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, c/o CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
July 15- July 17	<u>HF.</u> NATL. ASSN. OF VARIETY STORES TRADE SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
July 15- July 20	<u>HF.</u> NATIONAL CHINA, GLASS AND POTTERY SHOW, HOTEL NEW YORKER, N.Y.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		
Sunday July 15 Just out	NEW GLASSWARE LINE <u>HF.</u> A new hostess glassware set called "Treasure Island," designed by Freda Diamond, Libbey design consultant, will be presented during the New York China, Glass and Pottery Show. The pattern will be available to retailers for Fall promotion and consists of nine matching stemware and tumbler sizes. The "Treasure Island" designs will be offered for other products used in home entertaining. Among these: a special Kentucky Tavern gift decanter by Glenmore, and possibly harmonizing place mats, playing cards and so forth. Publicity: Ardelle Coleman, Steve Hannagan, PL.5-2900.	LIBBEY GLASS	HOTEL NEW YORKER
Monday July 16- July 20	WESTERN FURNITURE MARKET <u>HF.</u> "Profit Through Change" is the theme of this year's Market. The following special events will be held. Monday, July 16, Furniture Club Dinner Dance at 8 P.M. in the Venetian Room of the Fairmont Hotel. Open to Club members, their manufacturers and furniture retailers. Address Exec. Secty. Furniture Club of Northern Calif., 1355 Market St., San Francisco, Tuesday, July 17, Western Furniture Forum and Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of the furniture industry. Wednesday, July 18, Toy Club Trade Luncheon at 12 noon in Green Room. All members of toy and juvenile goods trade are invited. Address M. Sweyd or Bob Holtermann of the Club. Also on July 18, Western Radio-TV and Appliance Trade Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of trade. Contact: A. Cameron Ball, 1355 Market Street, San Francisco, California.	FURN. EXCHG. & MDSE. MART	SAN FRANCISCO, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 16- July 22	<u>HF.</u> EDMONTON EXHIBITION, EXHIBITION GROUNDS, EDMONTON, ALBERTA, CANADA. CONTACT: MISS B. BANNERMAN, EDMONTON GARDENS, EDMONTON, ALBERTA, CANADA.		
July 22- July 24	<u>HF.</u> CENTRAL WESTERN MKT. ASSN. FASHION WEEK, PAXTON HOTEL, OMAHA, NEBR. CONTACT: DAVE KATZ, PARLOR H, PAXTON HOTEL, OMAHA 2, NEBR.		
July 22- July 26	<u>HF.</u> KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
July 22- July 27	<u>HF.</u> NATIONAL DOMESTICS AND LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G. R. WIGFALL, LANSDALE, PENNSYLVANIA.		
July 22- July 27	<u>HF.</u> NEW YORK CURTAIN AND DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G. R. WIGFALL, NATL. EXHIBITORS, LANSDALE, PENNSYLVANIA.		
July 22- July 27	<u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
July 23- July 26	<u>HF.</u> SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W. ATLANTA, GA.		
July 23- July 27	<u>HF.</u> NORTHWEST FURNITURE MARKET, SEATTLE, WASHINGTON. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
July 23- July 28	<u>HF.</u> SASKATOON INDUSTRIAL EXHIBITION, EXHIBITION GROUNDS, SASKATOON, CAN. CONTACT: S.N. MACEACHERN, BESSBOROUGH HOTEL, SASKATOON, SASK., CANADA.		
July 27-29	<u>HF.</u> HERSHEY FAIR, HERSHEY GOLF CLUB, HERSHEY, PENNSYLVANIA.		
July 29- Aug. 2	<u>HF.</u> NATIONAL ASSN. OF CREDIT JEWELERS SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: GEO. E. GOGAN, 812 OLIVE ST., ST. LOUIS 1, MISSOURI.		
July 29- Aug. 3	<u>M.</u> NATIONAL LUGGAGE & LEATHER GOODS SHOW, NEW YORKER HOTEL. CONTACT: JACK CITRONBAUM, 200 FIFTH AVENUE, NEW YORK.		
July 30- Aug. 3	<u>M.</u> CHICAGO MERCHANDISE FAIR, PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: WALTER J. KENNEY, 200 FIFTH AVENUE, NEW YORK 10, N.Y.		
July 30- Aug. 10	<u>HF.</u> CHICAGO GIFT SHOW, EASTERN MFRS. & IMPRTS. EX., PALMER & LASALLE, CHICAGO, ILL. CONTACT: GEO. F. LITTLE, 220 FIFTH AVE., NEW YORK 1, N. Y.		
July 30- Aug. 11	<u>HF.</u> GIFT SHOW & CHINA GLASSWARE & POTTERY MKT., MERCHANDISE MART, CHI. CONTACT: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILL.		
Aug. 2- Aug. 5	<u>M.</u> 22ND ANNUAL CHICAGOLAND MUSIC FESTIVAL, STEVENS, CHICAGO, ILLINOIS. CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE, CHICAGO, ILLINOIS.		
Aug. 5- Aug. 9	<u>HF.</u> GIFT, STATIONERY, LAMPS, HOUSEWARES SHOW, PALACE HOTEL & CIVIC AUDITORIUM, SAN FRANCISCO, CAL. CONTACT: KAY LEBER, 1355 MARKET ST., S.F., CAL.		
Aug. 5- Aug. 9	<u>HF.</u> ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Aug. 12- Aug. 16	<u>HF.</u> AMERICAN NATL. RETAIL JEWELERS ASSN., WALDORF ASTORIA, NEW YORK CITY. CONTACT: CHARLES T. EVANS, SECTY, 551 FIFTH AVENUE, NEW YORK 17, N. Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 13- Aug. 16	<u>F.</u> NATIONAL FOOD DISTRIBUTORS SHOW, SHERMAN HOTEL, CHICAGO, ILLINOIS. CONTACT: EMMET J. MARTIN, 110 N. FRANKLIN ST., CHICAGO, ILLINOIS.		
Aug. 14	V-J DAY (TUESDAY).		
Aug. 15- Aug. 30	<u>HF.</u> INDUSTRIAL FAIR OF ITALY, GRAND CENTRAL PALACE, NEW YORK, N.Y. CONTACT: FRED PITTEA, SHELTON HOTEL, SUITE 206, NEW YORK, N.Y.		
Aug. 19- Aug. 22	<u>HF.</u> WESTERN HOUSEWARES SHOW, BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES 15, CALIF.		

LAST MINUTE NOTICE

Tuesday July 3	<u>HF.</u> PRESS BREAKFAST, LAMP & SHADE INST. OF AM., HOTEL NEW YORKER, N.Y. CONTACT: JACOB FOGELSON, MU. 3-3460.
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MUSEUM, GALLERY & GARDEN NEWS

June 27- June 28	<u>G.</u> LILY SHOW, HORTICULTURAL SOC. OF N.Y., ESSEX HOUSE, NEW YORK CITY. CONTACT: R. B. FARNHAM, PL. 7-1905.
Monday July 2- July 25	<u>FURNITURE EXHIBIT</u> AKRON ART INST. AKRON, OHIO <u>HF.</u> For the Herman Miller Furniture Co., an exhibit of contemporary furniture designed by Eames, Nelson and Noguchi. Contact: George D. Culler, Director, Akron Art Institute, 69 E. Market Street, Akron 5, Ohio.
Tuesday July 13- Aug. 12	<u>LE CORBUSTER EXHIBIT</u> MUSEUM OF MODERN ART 11 WEST 53RD STREET <u>M.</u> An exhibit of painting, architecture and design by Le Corbusier will be held on the first floor. Publicity: Betty Chamberlain, CI. 5-8900.
Monday July 9	<u>SUMMER SCHOOL PROGRAM</u> BKLYN MUS. ART SCHOOL EASTERN PARKWAY <u>M.</u> The program starts on this date and includes, for the first time, a summer course in Sculpture as well as Life Drawing, Etching and Engraving and Lettering and Layout. Registration now open from 10:00 A.M. to 4 P.M. daily, Mon. through Fri. Contact: Art School Office, NE. 8-4472.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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